FIG. 1

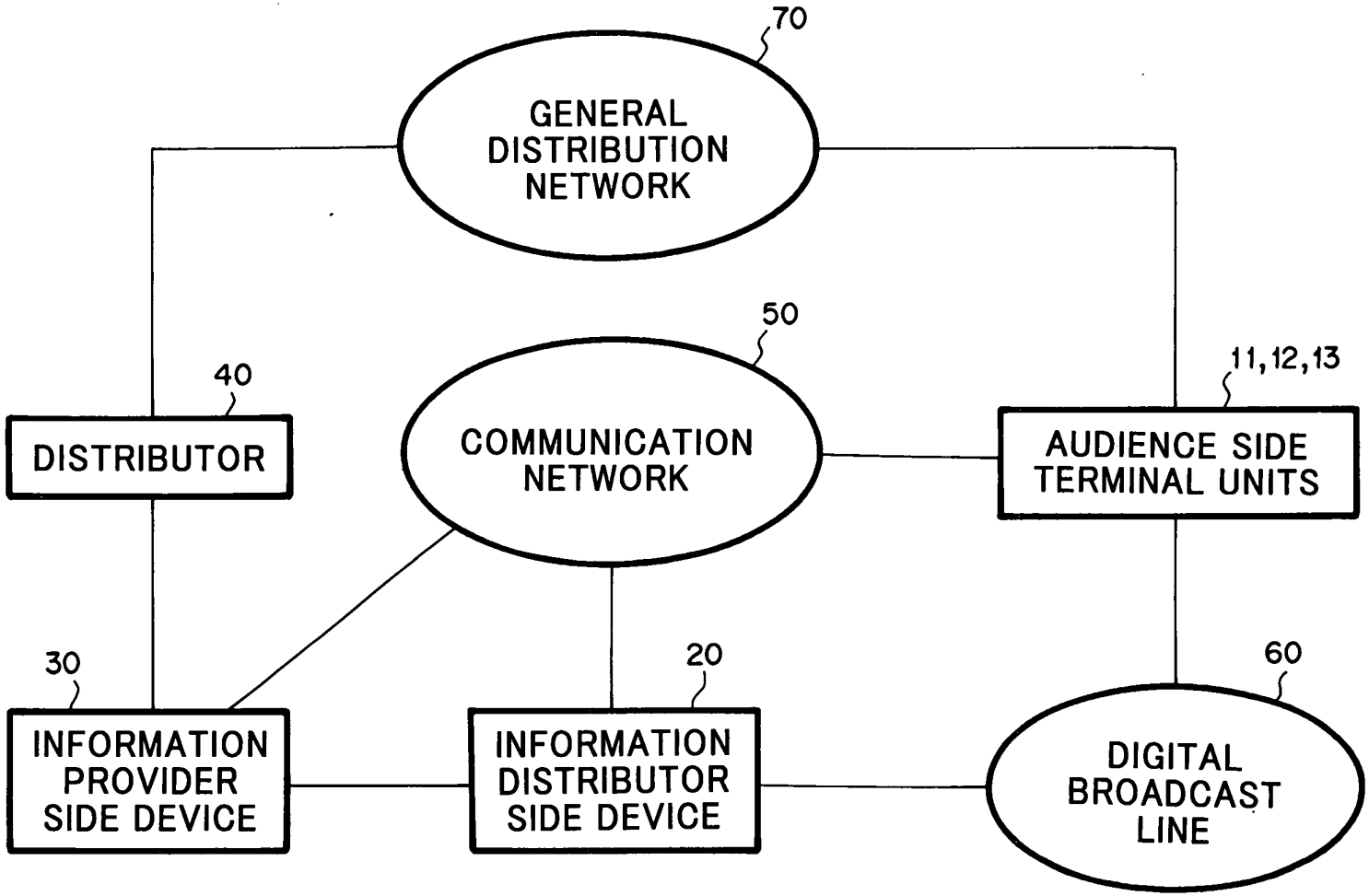
70
GENERAL DISTRIBUTION NETWORK
50
COMMUNICATION NETWORK
40
DISTRIBUTOR
11,12,13
AUDIENCE SIDE TERMINAL UNITS
30
INFORMATION PROVIDER SIDE DEVICE
20
INFORMATION DISTRIBUTOR SIDE DEVICE
60
DIGITAL BROADCAST LINE

FIG.2

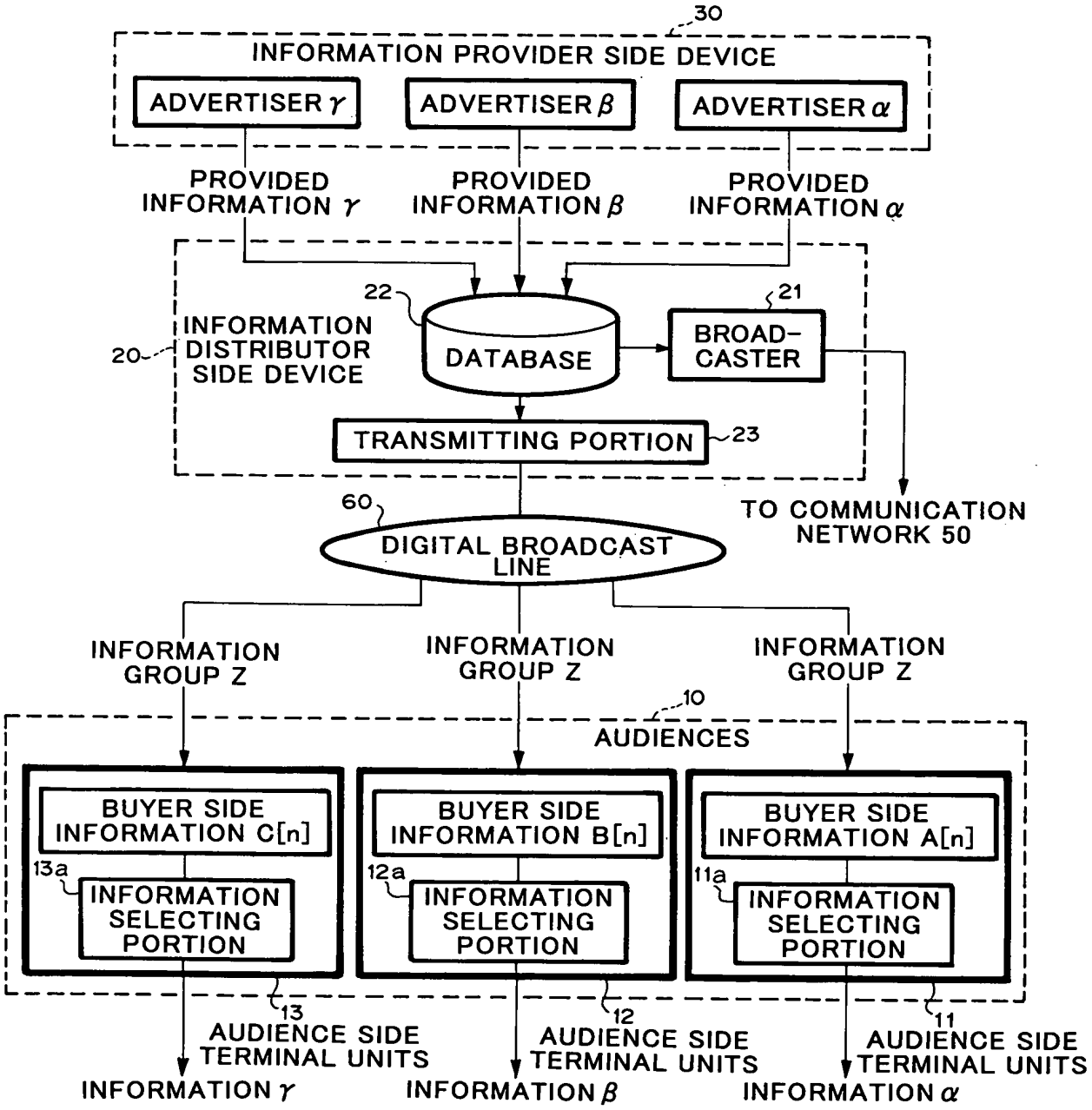
30
INFORMATION PROVIDER SIDE DEVICE
ADVERTISER γ
ADVERTISER β
ADVERTISER α
PROVIDED INFORMATION γ
PROVIDED INFORMATION β
PROVIDED INFORMATION α
22
DATABASE
21
BROAD-CASTER
20
INFORMATION DISTRIBUTOR SIDE DEVICE
TRANSMITTING PORTION
23
60
DIGITAL BROADCAST LINE
TO COMMUNICATION NETWORK 50
INFORMATION GROUP Z
INFORMATION GROUP Z
INFORMATION GROUP Z
10
AUDIENCES
BUYER SIDE INFORMATION C[n]
13a
INFORMATION SELECTING PORTION
BUYER SIDE INFORMATION B[n]
12a
INFORMATION SELECTING PORTION
BUYER SIDE INFORMATION A[n]
11a
INFORMATION SELECTING PORTION
13
12
11
AUDIENCE SIDE TERMINAL UNITS
AUDIENCE SIDE TERMINAL UNITS
AUDIENCE SIDE TERMINAL UNITS
INFORMATION γ
INFORMATION β
INFORMATION α

FIG.3

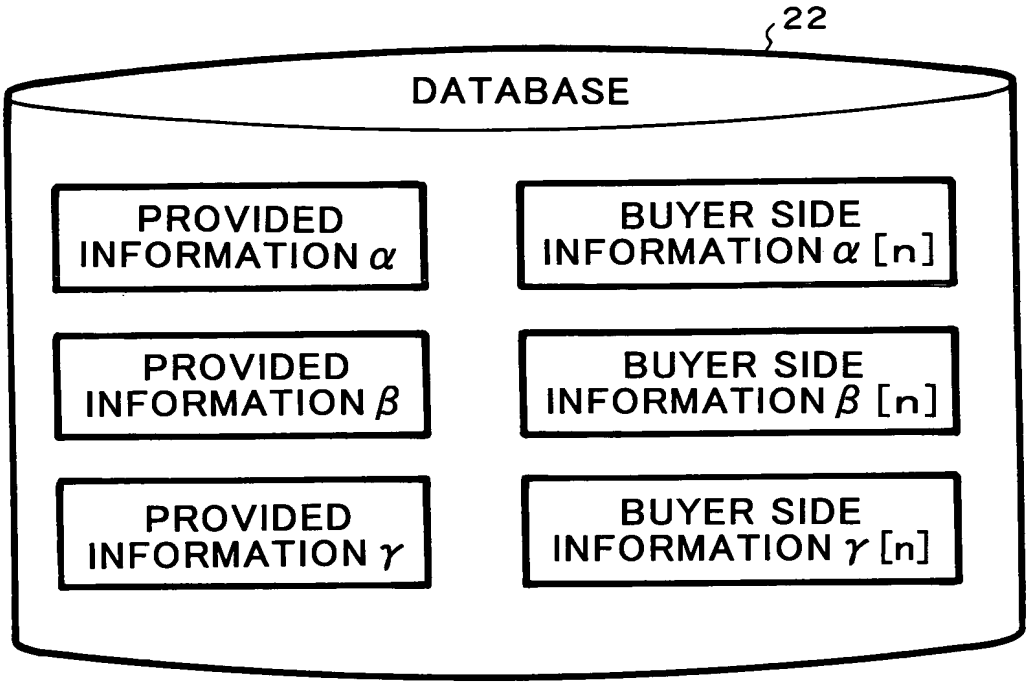
22
DATABASE
PROVIDED INFORMATION α
BUYER SIDE INFORMATION α [n]
PROVIDED INFORMATION β
BUYER SIDE INFORMATION β [n]
PROVIDED INFORMATION γ
BUYER SIDE INFORMATION γ [n]

FIG.4

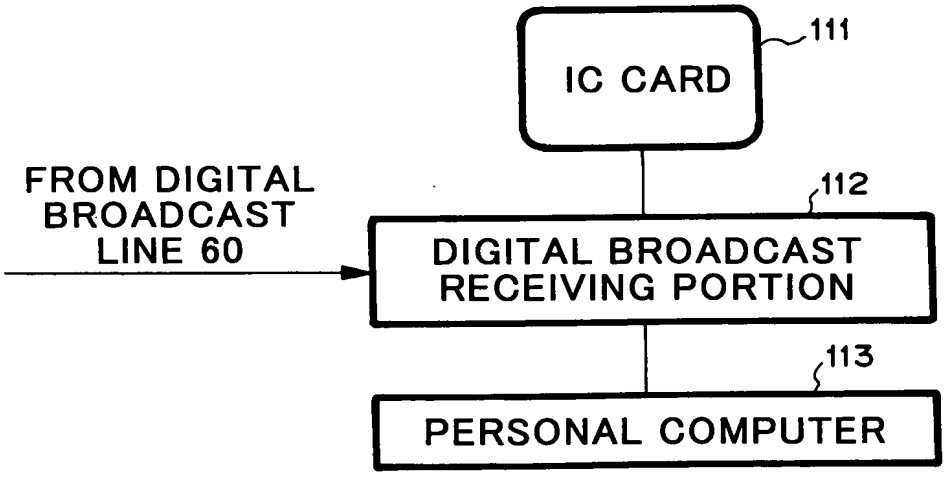
IC CARD
111
FROM DIGITAL BROADCAST LINE 60
112
DIGITAL BROADCAST RECEIVING PORTION
113
PERSONAL COMPUTER

FIG.5

$\alpha[n]=\{\alpha 1, \alpha 2, \alpha 3 \cdots \alpha n\}$
$\beta[n]=\{\beta 1, \beta 2, \beta 3 \cdots \beta n\}$
$\gamma[n]=\{\gamma 1, \gamma 2, \gamma 3 \cdots \gamma n\}$

FIG.6

A[n]={A1,A2,A3···An}
B[n]={B1,B2,B3···Bn}
C[n]={C1,C2,C3···Cn}
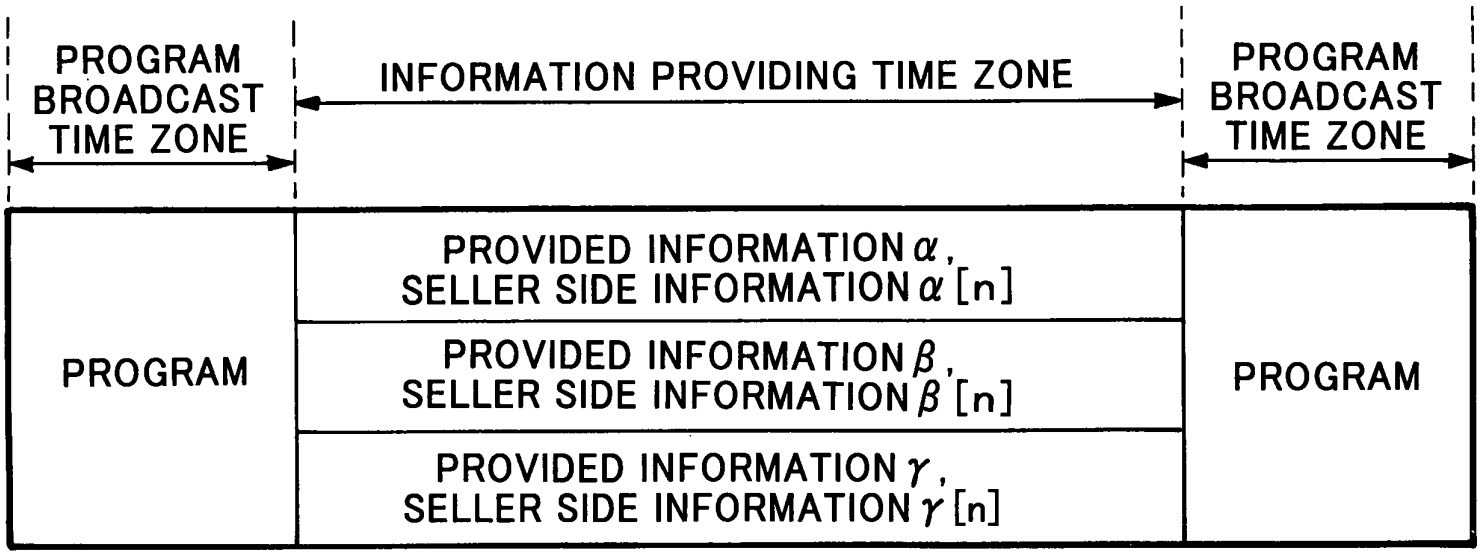
FIG.7